



The City of Greenville, South Carolina
Public Notice

To: Property Owners, Owners of property located within 300 feet of the following Applications, and Neighborhood Association Representatives
From: Planning & Development Division
Subject: Conditional Use Applications for Administrative Review
Date: June 16, 2016

The following applications are currently under review by the Planning & Development Division:

- A. CU 16-402.** Application by Frost Mug Sales LLC dba "Casual Pint" for a Conditional Use Permit to operate a bar closing by midnight at **1818 Augusta St Suite 120** in a C-2, Local Commercial District (TM# 0216000100200)
- B. CU 16-408.** Application by Gangnamstyle LLC dba "Otto Izakaya" for a Conditional Use Permit to operate a restaurant until 2 AM at **15 Market Point Dr**, in a PD, Planned Development District (TM# 0547010101646)
- C. CU 16-412.** Application by Greenville Rooftop LLC dba "UP on the Roof" for a Conditional Use Permit to operate a restaurant until 2 AM at **250 Riverplace Suite 800**, in the C-4, Central Business District (TM# 0060000300329)

You are invited to review documents relating to the applications on file in the Planning and Development office on the 5th floor of City Hall, 206 South Main Street, Greenville, between 8:00 AM and 5:00 PM, Monday through Friday. Some documents may also be reviewed online at www.greenvillesc.gov/1182/Conditional-Use-Submissions. For assistance, call the office at 864.467.4476.

A public comment period for these applications is open for 15 calendar days from the date of this letter. Written comments may be submitted to:

City of Greenville
Planning & Development
PO Box 2207
Greenville, SC 29602

Fax: 864.467.4510
Email: planning@greenvillesc.gov

Please reference the application number and include your name, address, and contact information on all correspondence. Comments received prior to a decision will be made part of the public record.

The Administrator will make a decision as to whether the request conforms, or does not conform, to the criteria enumerated in the application and found in Section 19-2.3.6 of the City Code. If a request is granted, conditions of approval may be included in order to address any related impacts of the use. Upon approval, Staff will prepare a Conditional Use Permit which shall be maintained on the premises with other related inspection, licensing, and occupancy information.

Notice of the Decision will be posted to www.greenvillesc.gov/1182/Conditional-Use-Submissions. Anyone having a substantial interest affected by the Decision may appeal by filing a written notice and application form to the City of Greenville Board of Zoning Appeals within ten (10) business days of the date of the Decision.



Office Use Only:

Application# 16-408

Fees Paid ✓

Date Received 4/13/16

Accepted By NS

**APPLICATION FOR CONDITIONAL USE
CITY OF GREENVILLE, SOUTH CAROLINA**

APPLICANT / PERMITTEE*: Doug Yun Yi Partner / Gangnamstyle, LLC dba Otto Izakaya

**Operator of the proposed use;*

Name

Title / Organization

permit may be limited to this entity.

APPLICANT'S REPRESENTATIVE:

(Optional)

Name

Title / Organization

MAILING ADDRESS: 15 Market Point Drive, Greenville, SC 29607

PHONE: 910-354-4933

EMAIL: dougyi0220@gmail.com

PROPERTY OWNER: Lieu Chang, LLC

MAILING ADDRESS: 201 Carolina Point Parkway, Apt 327, Greenville, SC 29607

PHONE: 864-320-6088

EMAIL: fslieu@gmail.com

PROPERTY INFORMATION

STREET ADDRESS: 15 Market Point Drive, Greenville, SC 29607

TAX PARCEL #: 0547.01-01-016.46 ACREAGE: 1.25 ZONING DESIGNATION: PD

REQUEST

Refer to Article 19-4, Use Regulations, of the Land Management Ordinance (www.municode.com/library/)

DESCRIPTION OF PROPOSED LAND USE:

Restaurant serving alcohol to open after midnight.

INSTRUCTIONS

1. The application and fee, **made payable to the City of Greenville**, must be submitted to the planning and development office during normal business hours.
2. The applicant/owner must respond to the "standards" questions on page 2 of this application (you must answer "why" you believe the application meets the tests for the granting of a conditional use). See also **Section 19-2.3.6, Conditional Use Permit**, for additional information. You may attach a separate sheet addressing these questions.
3. For conditional use requests for nightclubs/bars, event venues, or businesses operating after midnight, the applicant must also submit the [Zoning Compliance Application for Establishments Serving Beer, Wine, or Liquor](#).

4. You must attach a scaled drawing of the property that reflects, at a minimum, the following: (a) property lines, existing buildings, and other relevant site improvements; (b) the nature (and dimensions) of the proposed development (activity); (c) existing buildings and other relevant site improvements on adjacent properties; and, (d) topographic, natural features, etc. relevant to the requested special exception.

5. You must attach the required application fee: \$250.00

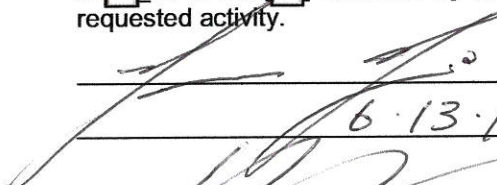
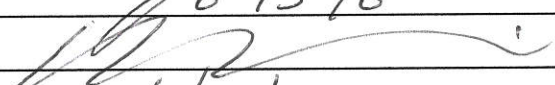
6. The administrator will review the application for "sufficiency" pursuant to **Section 19-2.2.6, Determination of Sufficiency**, prior to routing the application for staff review. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**

7. **Please read carefully:** The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the planning office by separate inquiry determines that such a restriction exists, it shall notify the applicant and advise them to withdraw or modify the application in a timely manner, or act to have the restriction terminated or waived.

To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is ☐ or is not ☒ restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

	APPLICANT SIGNATURE
6.13.16	DATE
	PROPERTY OWNER SIGNATURE
6/13/14	DATE

**Applicant Response To
Section 19-2.3.6(D), Standards – Conditional Use Permit**

(You may attach a separate sheet)

1. Describe the ways in which the proposal complies with the goals, policies, and standards of the ordinance and, in particular, with the standards of **Section 19-4.3, Use Specific Standards**.

We will comply with the goals, policies, and standards of the ordinance, such as having all managers and employees responsible for serving any alcoholic beverage participate in the "merchant education / server training" program.

2. Describe the ways in which the infrastructure (roads, potable water, sewerage, schools, parks, police, fire, and emergency facilities) capacity is adequate to serve the proposed conditional use.

The property has been restaurants before, so all infrastructure is in place and adequate to serve the proposed conditional use.



city of greenville

Zoning Compliance Application

Establishments Serving Beer, Wine, Or Liquor

Applicant

Name Gangnamstyle, LLC Phone 910-354-4933

Mailing Address 15 Market Point Drive, Greenville, SC 29607

Email dougyi0220@gmail.com

Signature of Applicant [Signature] Date 6.13.16

Property Owner

Name Lieu Chang, LLC Phone 864-320-6088

Mailing Address 1 201 Carolina Point Parkway, Apt 327, Greenville, SC 29607

Email fslieu@gmail.com

Signature of Property Owner [Signature] Date 6/13/16

Property Information

Address 15 Market Point Drive, Greenville, SC 29607

TMS# 0547.01-01-016.46 Zoning District Designation PD

Description of Proposed Use

Provide details for each of the following, as applicable, on a separate sheet:

Operating Plan

1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
2. Days and Hours of Operation
3. Staffing Schedule
4. Kitchen Equipment Schedule
5. Menu and Hours of Food Service
6. Parking for Customers and Employees
7. Designated Smoking Area
8. Type of Entertainment and Duration
9. Closing / "Last Call" Procedures

Security Procedures

1. Number and Type of Designated Security Staff
2. Training / Certification of Staff
3. Specific Duties / Responsibilities of Staff
4. Entry / Exit / Re-Entry Procedures
5. Crowd Management
6. Crime Prevention through Environmental Design (CPTED)

Seating Plan

1. Provide a floor plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.
2. Schedule a feasibility inspection of the property: 864.467.4457

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
2. Projected Revenue: % Alcohol Vs. Food Sales
3. Fees For Entry / Membership / Entertainment
4. Status Of City Business License Application
5. Status Of SCDHEC 'Retail Food Establishment' Permit, If Applicable
6. Status Of Abl-901 Application To SC Department Of Revenue
7. Provide Documentation That Sled Requirements Have Been Met



city of greenville

Provide a response for each of the following:

1. Describe the ways in which the proposed use is consistent with the comprehensive plan.
The proposed use will promote the development of areas that reflect the "WORK, LIVE, PLAY" trend in a growing city like Greenville, SC.

2. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.
Otto Izakaya, with its modern facade, is an aesthetically pleasing building that maintains an image that is appropriate for the region. The restaurant itself is both accessible and upscale.

3. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.
The ground is maintained by professional landscaper.
There will be minimal noise. No loud music will be played.
Deliveries by vendors are made during the day.

Meet With the Technical Advisory Committee

Applications for Zoning Compliance will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments and appointed by the City Manager:

Building Codes and Inspections
Business Licensing
Economic Development
Public Information and Events

Police
Fire
Planning
Legal

The Technical Advisory Committee convenes once-a-month to meet with Applicants and review Conditional Use Permit applications that may be granted by the Zoning Administrator. This process promotes a more comprehensive understanding of the Applicant's proposal, which in turn conveys a more comprehensive understanding of the multiple Departments' operating requirements and expectations.

The Applicant, Business Owner, and Property Owner (if different) are required to attend a regularly scheduled TAC meeting prior to granting a Conditional Use Permit. Managers and anyone involved in operating the business are also encouraged to attend. The meeting date, time, and exact location within City Hall will be confirmed upon submittal of this application to the Planning and Development office on the 5th floor of City Hall.

Gangnamstyle, LLC dba Otto Izakaya
15 Market Point Drive, Greenville, SC 29607
Description of Proposed Use

Operating Plan

1. Type of Use: Restaurant
2. Hours: Monday through Saturday 4:00pm to 2:00am
Sunday 4:00pm to 10:00pm
3. Staffing Schedule: Staffed according to business traffic
4. Kitchen Equip Schedule
5. Menu – Attached
Hours of Food Service: Monday through Saturday 4:00pm to 2:00am
Sunday 4:00pm to 10:00pm
6. Parking for Customers & Employees: Ample Parking Spaces
7. Designated Smoking Area: On the Patio
8. No Live Entertainment, Only Music on Speakers
9. Last Call – 15 minutes before 2:00am

Security Procedures

1. No Designated Security Staff
2. Managers and Staff serving alcohol will be ServSafe certified.
3. Regular Restaurant Service and Responsibilities
4. Regular sit-down Restaurant
5. Crowd Management – n/a
6. Crime Prevention – There are CCTVs throughout the restaurant. *and parking lot.*

Seating Plan

1. Floor Plan – Attached

Business Plan

1. Target Audience – Young Professionals, Professionals, Families
Theme – Asian Restaurant serving a variety of Asian cuisine, such as Sushi, Thai, Vietnamese
Objectives – Fill the void of an upscale Asian, specifically Sushi, restaurant in the area
2. Projected Revenue: 40% Alcohol, 60% Food Sales
3. No fees for entry, No membership, No entertainment
4. Status of City Business License Application – Received
5. Status of SCDHEC "Retail Food Establishment Permit" – Received
6. Status of ABL-901 – Received
7. SLED approved - all requirements have been met

house specialty rolls*

california roll 6

crab stick, avocado, cucumber, masago

l.a. roll 6

crab stick, cucumber, avocado, cream cheese, sesame

alaska roll 6

salmon, avocado, cucumber

spicy tuna roll 6

tuna, cucumber, spicy mayo

philly roll 6

smoked salmon, cream cheese, avocado, scallion

kamikaze roll 11

spicy tuna with yellowtail, masago, scallion, hot sauce

crunchy rainbow (pressed sushi) 11

crab stick, tuna, salmon, shrimp, crunch, masago, avocado

hurricane roll 11

spicy salmon & cucumber topped with salmon, yellowtail & avocado

otto slammer 11

bbq eel, seared tuna, kanpyo, avocado, masago topped with crunch flakes & creamy sauces

otto hamachi roll 12

scallop, asparagus, avocado, spicy mayo, scallion & masago topped with yellowtail

shrimp tempura roll 9

tempura shrimp, avocado, cucumber, crab stick

samurai roll 13

spicy tuna, bbq eel, avocado, cucumber, topped with inari, crunch flakes, masago, eel sauce, spicy mayo

spiderroll 9

tempura soft shell crab, mayo, lettuce, avocado

baked salmon roll 10

salmon, crab stick, avocado, tobiko, scallion, sesame

rainbow roll 11

california roll topped with tuna, shrimp, salmon, avocado

izakaya roll (deep fried) 9

spicy tuna, cream cheese, spicy mayo, sweet chili & kimchi sauce

typhoon roll 11

spicy yellowtail topped with salmon, yellowtail, avocado & jalapeno

lobster tempura roll 15

tempura lobster & mayo topped with shrimp, avocado & eel sauce

american tuna roll 11

spicy tuna & cucumber topped with tuna, avocado, spicy mayo & eel sauce

king crab volcano 15

crab stick tempura, avocado, spicy baked king crab, tobiko

vegetarian roll 6

lettuce, oshinko, cucumber, asparagus, avocado

beef roll 9

grilled wagyu beef, daikon sprouts, scallion, garlic ponzu

whitefish tempura roll 7

tempura whitefish, avocado, scallion

philly king roll 12

chopped crab, white tuna, asparagus, bbq eel, smoked salmon

playboy roll 13

spicy tuna, white tuna, asparagus, ebi, served flaming

geisha roll 10

spicy tuna, asparagus, white tuna, tempura white fish



nigiri/sashimi*2pcs

ebi 4

boiled shrimp

kinmedai 4.5

red snapper

shime-saba 4

marinated mackerel

ika 4

squid

unagi 4.5

bbq fresh water eel

tako 5

octopus

mirugai (seasonal) mkt \$

giant clam

maguro-akami 5.5

tuna maguro

hokkigai 4

surf clam

sake 4.5

salmon

uni 8

sea urchin

hamachi 5

yellowtail

ikura 5

salmon roe

taraba-gani 9

king crab

masago 4

smelt roe

hotategai 6

scallop

tobiko 4

flying fish roe

il tako 4

baby octopus

tamago 3.5

omelet

inari 3.5

fried sweet tofu

escolar 4

white tuna

conch 4

conch

traditional rolls*

kappa-maki 4

cucumber, sesame

una-kyu-maki 6

bbq eel, cucumber

sake-maki 5

salmon

negi-hama-maki 5

yellowtail, scallion

tekka-maki 5

tuna

assorted nigiri*

nigiri 8pcs 14

chef's choice

nigiri 12pcs 21

chef's choice

assorted sashimi*

sanmori 15

3 varieties of assorted sashimi – tuna, yellowtail & salmon, 3 pc each

goshinamori 25

5 varieties of assorted sashimi – tuna, yellowtail, red snapper, tako, 3pc each

*consuming raw or undercooked meat, poultry, shellfish, or eggs may increase your risk of food borne illness.
if you are allergic to certain foods or seasonings, please let us know at the time of ordering.

otto izakaya

starters

- Shishito 5
grilled shishito pepper with lemon & salt
- Agedashi Tofu 6
lightly fried tofu, dashi broth, grated daikon, ginger, scallion
- Shrimp Tempura 7
fried shrimp, tempura sauce
- Ahi Hawaiian* 10
seared tuna, spicy mayo, masago & rice
- Yellowtail Jalapeño* 10
thin sliced yellowtail, jalapeño, cilantro, ponzu sauce
- Spicy Tuna Crispy Rice* 10
spicy tuna tartare, crispy sushi rice, jalapeño
- Dynamite Mussels 6
4 pcs of baked mussel with spicy cream sauce

small plates

- Karaage Calamari 11
ginger marinated calamari, spicy mayo
- Edamame 5
chili ginger sauce
- Brussel Sprouts 7
roasted brussels sprouts, teriyaki glaze
- Lotus Nachos 9
fried lotus chips, sriracha queso, yuzu guac
- Edamame Hummus 7
edamame with ginger, tahini & lemon served with crispy wontons
- Crab Croquettes 12
panko crusted, citrus dipping sauce
- Panang Mac n Cheese 6
panang curry, radiatori pasta, jack cheese
- Sweet & Sour Meatballs 9
pork meatballs, sweet and sour sauce
- Izakaya Fries 7
roasted garlic, spicy mayo
- Karaage Wings 10
crispy fried chicken wings, sweet spicy chili jam
- Thai Fish Cakes 12
lemon garlic sauce
- Izakaya Burger Sliders* 11
wagyu beef, kimchi, gochujang glaze
- Bulgogi Sliders 11
bulgogi beef, vegetable slaw, spicy mayo
- Banh Mi Sliders 9
chili pork, pickled vegetables, spicy mayo
- all sliders served on toasted steamed buns, with izakaya fries
add fried quail egg to any sliders for \$1.5

rice & noodles

- Bacon 8
& cilantro fried rice
- Lobster 10
fried rice, kimchi, shallots
- Cold Sesame Noodles 6
ginger, garlic, peanuts, scallion
- Spicy Noodles 9
garlic cream, tobiko, scallions
- Ramen Bowl 12
Choose from vegetables in dashi or meatballs and mushrooms

soup / salad

- Miso Soup 4
seaweed, tofu, scallion
- Mikkusu Salad 6
field greens, cucumber, daikon, carrot, scallion, ginger vinaigrette
- Kani Salad 9
kani, mixed greens, marinated cucumber, spicy mango
- Seaweed Salad 5
marinated mixed seaweed
- Avocado Salad* 7
avocado, shrimp, crab meat, tamago, wasabi vinaigrette

large plates

- Bi Bim Bap 12
bulgogi beef, julienned cucumber, zucchini, daikon, carrot, bean sprouts, served over toasted rice.
- Fish & Chips 14
panko breaded, izakaya fries, Chinese vinegar, and sriracha tartar sauce
- Spicy Shrimp Noodles 14
garlic cream sauce
- Ants Climbing a Tree 12
minced pork, bean thread noodles

buns

- 3 buns per order 9
- Fried Chicken & Panang Mac
- Mushroom & Potato
- Shrimp & Bacon

dumps

- 5 pcs per order 8
- Shrimp & Chive Curried Veggie
- Chili Pork Buffalo Chicken

robata grill

- 3 skewers per order
- | | |
|-------------------|-----------------------|
| Ginger Chicken 5 | Mirin Glazed Shrimp 8 |
| Spicy Miso Beef 7 | Pork Meatballs 7 |

Happy Hour
Monday – Friday
4.30p – 7.00p
Sunday Brunch
10.00a – 2.00p

*consuming raw or undercooked meat, poultry, shellfish, or eggs may increase your risk of food borne illness.
if you are allergic to certain foods or seasonings, please let us know at the time of ordering.



NARRAMORE ASSOCIATES, INC.
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SEAL

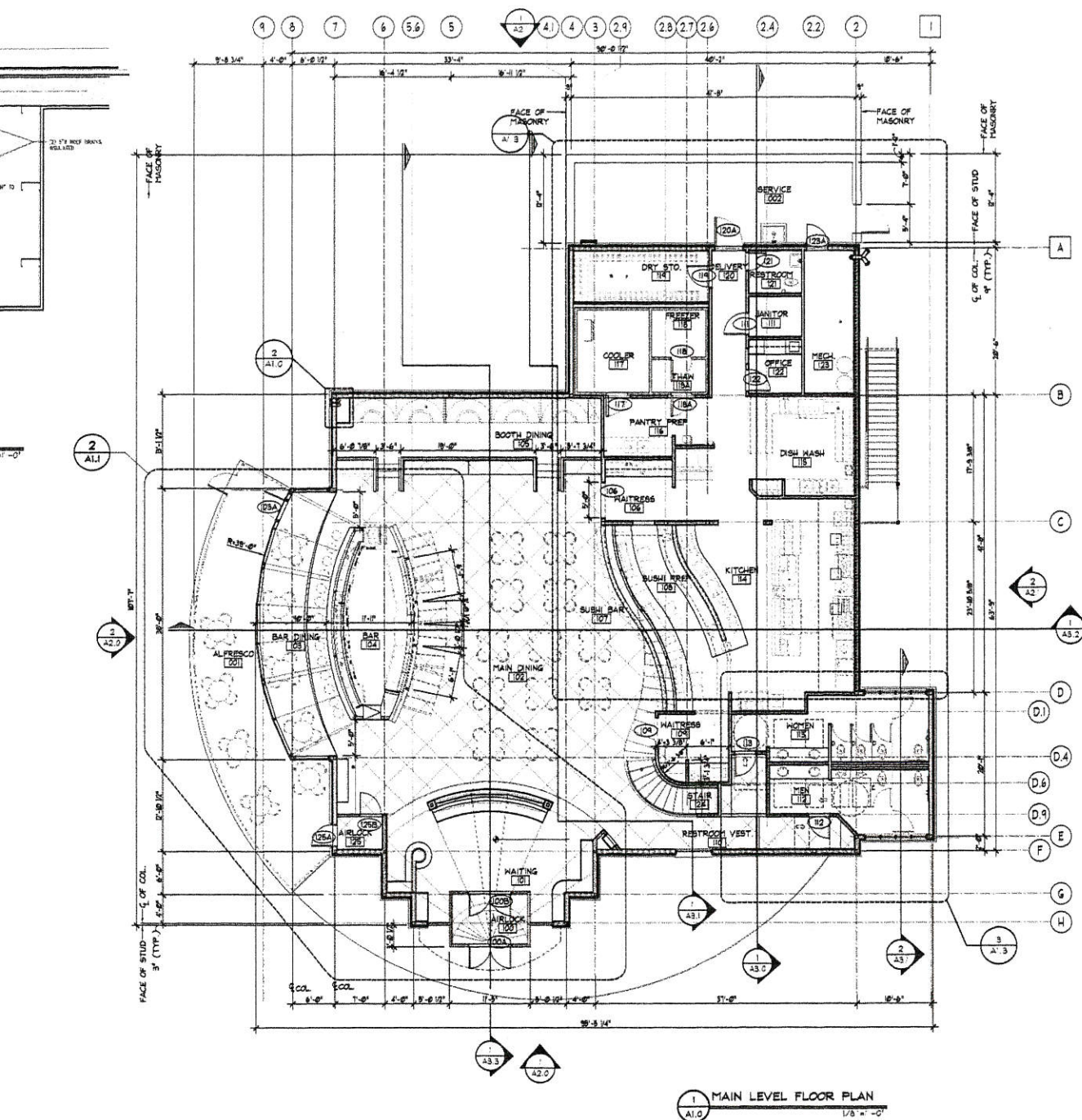
PETER LIEU
MARKET POINT DRIVE
GREENVILLE, SC 29607

AZIA
MARKET POINT DRIVE
THE POINT - PHASE I, LOT 511
GREENVILLE, SC

REVISIONS
ADD #2 06/09/06
REV. 09/26/06
ISSUED FOR CONTRACT 11/01/06
REV. 07/29/07
REV. 05/04/07

DOCUMENT DATA
PROJECT NUMBER
05943
ISSUE DATE
5-29-06

**AZIA RESTAURANT
GREENVILLE, SC**
A1.0
MAIN LEVEL FLOOR
PLAN & WALL TYPES



Occupancy Permit 16-557 = 212 occupants
"Otto Izakaya"
15 Market Point Dr.

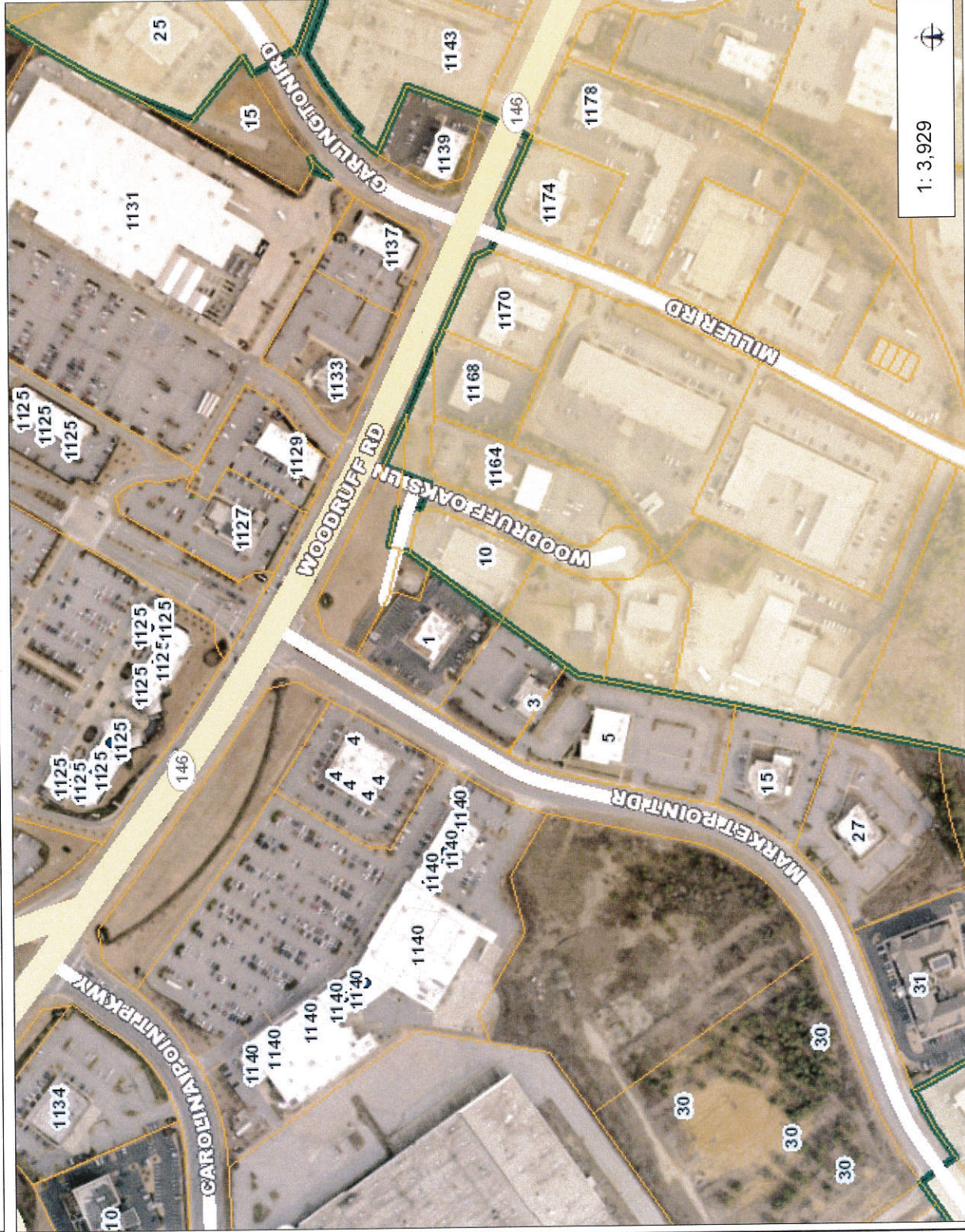
15 Market Point Dr



Legend

- Parcels with Ownership
- CBD Overlay District (C-4 Zo Neighborhood Overlay and C Subdivisions
- AVONDALE WEST CLUSTER SUBDIVISION
- GREATER SULLIVAN NEIGHBORHOOD
- GREEN AVENUE NEIGHBORHOOD
- NICHOLSON TOWN NEIGHBORHOOD
- RUSKIN SQUARE CLUSTER SUBDIVISION
- THE VINEYARDS CLUSTER SUBDIVISION
- WEST GREENVILLE NEIGHBORHOOD
- Preservation Overlay District
- COL. ELIAS EARLE OVERLAY
- EAST PARK
- HAMPTON-PINKNEY
- HERITAGE
- OVERBROOK
- PETTIGRU STREET
- WEST END OVERLAY
- Special Sign Overlay District
- City of Greenville Limits
- 2015 Aerial Photography

Notes



This map is user generated from the City of Greenville's MapIT 2.0 intranet mapping site and is for general reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable and should be appropriately used with caution. Contact the GIS Division for all questions pertaining to the MapIT 2.0 program and data.

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